

CHAPTER I

INTRODUCTION

The introduction in this research is elaborated into (1) background of the study, (2) limitation of the study, (3) problem statements, (4) objectives of the study, (5) benefits of the study, and (6) research paper organization.

A. Background of the Study

The development of technology and science is influenced by the development of research. The research reports are published to the public as paper, thesis, dissertation or journal. Leithauser and Bell (1987) defines a scientific paper is a written and published report describing original research results. That short definition must be qualified, however, by noting that a scientific paper must be written in a certain way and it must be published in a certain way, as defined by three centuries of developing tradition, editorial practice, scientific ethics, and the interplay of printing and publishing procedures. A scientific journal is a periodical publication intended to further the progress of science, usually by reporting new research (Meadows, 1979). The ways researchers reveal and explain their research result are implemented in the research findings and discussion of the research in the research or journals. In order to interest reader to read, agree and believe with the result of the research, they should use persuasive sentences.

The ways of which authors persuade readers are different. Each author uses different ways to convince readers. Based on this background, it is interesting to analyze the usage of persuasive sentence by authors of

international journals. This research will analyze the usage of persuasion strategies and hedging strategies in the journals. The following examples will give illustration of the phenomena.

“It is reported that the use of thanking in British and American people were identical each other. Because from the samples which conducted shown similar result”.

In the above mentioned example, the writer-oriented hedges “it is reported that” implicates that the writers avoids taking the responsibility if the proposition is false. No matter the source of information is written or not, the speaker expresses his/her opinion indirectly. And in the persuasive strategy, it is included in Logos category.

There are some researchers who have done the research about persuasion or hedges, such as Patpong (2008), Jalilifar and Alavi (2011), Nasiri (2012), Metsämäki (2012), Srum, et all (2012), Sundquist (2013), Pellby (2013), Ye (2013), Yue and Wang (2014) and Mills and Dooley (2014). However five of them analyzed only persuasion and the other five only hedges, most of them were analyzed oral products and advertisements and none of them studied both of the topics and the object is written in the journals.

Based on the phenomena above the researcher is interested in conducting analysis entitled PERSUASION IN INTERNATIONAL JOURNALS: PRAGMATIC ANALYSIS. It is important to conduct the study because this study analyzed international journals and compare between

native and non-native English user and also it is the first. Hopefully this research can develop and expand the previous research.

B. Limitation of the Study

This study limits the focus of investigation on persuasion used by the author in international journals to convince the reader. In conducting the research, the writers limits the problems into the persuasion strategies and hedging strategies used by native and non-native English authors applied in international journals. It is a periodical publication intended to further the progress of science, usually by reporting new research.

C. Problem Statements

Based on the research background of the study, the problems in this research are as follows:

1. What are the persuasive strategies used by native English authors?
2. What are the persuasive strategies used by non-native English authors?
3. What are the hedging strategies in persuasive utterances applied by native English authors?
4. What are the hedging strategies in persuasive utterances applied by non-native English authors?

D. Objectives of the Study

In conducting the research, every researcher should have a certain objective of the study. In this study, the writer intends:

1. To classify the persuasive strategies used by native English authors.
2. To classify the persuasive strategies used by non-native English authors.

3. To describe the hedging strategies in persuasive utterances applied by native English authors.
4. To describe the hedging strategies in persuasive utterances applied by non-native English authors.

E. Benefits of the Study

The benefits of this study are classified into two, they are:

1. Theoretical Benefit

This research will give contribution to development of pragmatics study. Besides this research will give more emphasis on giving new information of pragmatics analysis toward persuasion and hedging analysis.

2. Practical Benefit

The elaboration of this research could be used by the other researcher to conduct a study of the same topic but in the different perspective. The result of the research becomes one of the references in improving the students' knowledge in writing journal.

F. Thesis Organization

The outline of the research paper is arranged systematically. This research paper organization consists of five chapters and it is divided into further divisions. The research paper arranged as follows:

Chapter I is introduction. It consists of the background of the study, limitation of the study, problem statement, objectives of the study, benefits of the study, and thesis organization.

Chapter II is underlying theory. It deals with previous study, theoretical review of pragmatics, notion of speech act, persuasion, hedges, and theoretical frameworks.

Chapter III is research method. In this chapter, the researcher presents type of research, object of research, subject of research, data and data source, technique of collecting data, and technique of analyzing data.

Chapter IV is research finding and discussion. It presents the analysis of the data toward persuasion and hedges.

Chapter V is conclusion, suggestion and pedagogical implication.